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ADVERTISING AND MEDIA RESEARCH

Direct-to-Consumer Advertising and Drug Therapy Compliance, MARTA WOSINSKA, August 2005, 323–32.

Because of their arm's-length relationship with patients, pharmaceutical manufacturers have been interested in whether drug advertising can improve therapy compliance. Contrary to many industry surveys, the author finds that the impact is small in economic terms, the effect spills over to other brands, and, in certain cases, the effect may decrease average compliance rates.

Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions, RUI (JULIET) ZHU and JOAN MEYERS-LEVY, August 2005, 333–45.

See "Music"

Price, Placebo, and the Brain, GREGORY S. BERNS, November 2005, 399–400.

See "Pricing"

The Role of Selling Costs in Signaling Price Image, JIWOONG SHIN, August 2005, 302–312.

To attract potential customers, retailers often advertise low prices with appeals such as "Prices start at $49" or "One week in the Caribbean from $449." These appeals are deliberately vague in the sense that they give little information about the product to which the prices refer. The author offers an explanation of how such advertisements can construct a credible price image even with this vagueness. When retailers must incur costs in the process of selling a product, advertising low prices to lure potential consumers can backfire. This is because attracting too many consumers who are less likely to purchase the retailer's higher-priced products on the basis of vague promises imposes unwanted selling costs but yields little extra revenue. Therefore, a store with a relatively high selling cost will be dissuaded from attempting to use such a strategy. The author shows analytically that such advertising can be credible only when there is a substantial difference in retailers' costs or when the selling cost is high.

Temporal Differences in the Role of Marketing Communication in New Product Categories, SRIDHAR NARAYANAN, PUNEET MANCHANDA, and PRADEEP K. CHINTAGUNTA, August 2005, 278–90.

The authors investigate the changing role of marketing communication over the life cycle of a new product category. They postulate two effects of marketing communication on consumers' choices: an "indirect effect" through reduction of uncertainty about product quality and a "direct effect" (i.e., more is better). The authors expect that the indirect effect is relatively larger in the early, postlaunch stages. They develop a structural model of demand that allows for such temporal differences in the roles of marketing communication. They use a random coefficients discrete choice model with a Bayesian learning process to model physician learning about new drugs and market-level data for the prescription antihistamines category. They find that marketing communication has a primarily indirect effect 6–14 months after introduction but that the direct effect subsequently dominates. The results suggest that firms should follow a pattern of heavier communication at the introduction phase followed by lower levels.

BRAND EVALUATION AND CHOICE

Brand Counterextensions: The Impact of Brand Extension Success Versus Failure, PIYUSH KUMAR, May 2005, 183–94.

In this article, the author investigates the impact of a brand extension's success versus failure on customer evaluation of brand counterextensions. A counterextension is a brand extension that is launched into Category A by Brand 2 that belongs to Category B in a reciprocal direction to a launch of a previous extension into Category B by Brand 1 that belongs to Category A. The results from five studies show that customers evaluate a counterextension more favorably when the preceding extension is a success rather than a failure. Furthermore, the evaluation of the counterextension is superior if it is launched by a major brand, especially if the previous successful extension was also launched by a major brand. Finally, a successful extension indirectly dilutes a brand and results in a greater loss in choice share to a counterextension than does a failed extension. The key findings generalize to a sequence of extensions across more than one intercategory boundary.

Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges, CLARA AGUSTIN and JAGDIP SINGH, February 2005, 96–108.

Drawing from need, motivation, and social exchange theories, this study conceptualizes and empirically examines the differential curvilinear effects of multiple determinants of loyalty intentions, including transactional satisfaction, trust, and value for relational exchanges. The authors conceptualize trust as a "motivator," satisfaction as a "hygiene,"

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and value as a "bivalent" factor in consumer loyalty mechanisms. Using consumer data on relational exchanges in two different service contexts—retail clothing and nonbusiness airline travel—and accounting for different sources of error—namely, measurement, common method, and response style—the authors empirically investigate the hypothesized mechanisms. The data support the motivator, or the enhancing role of trust, and the hygiene, or the maintaining role of satisfaction, on loyalty intentions in both contexts. Although the authors also obtain consistent results for the influence of value, its role is aligned with a hygiene mechanism, not a bivalent mechanism. The authors contribute to the study of loyalty antecedents by (1) theoretically proposing the nature and shape of the influence of different loyalty determinants, (2) considering the simultaneous and differential effects of multiple determinants, and (3) drawing implications from the results for theory and managerial practice.

Estimating a Stockkeeping-Unit-Level Brand Choice Model That Combines Household Panel Data and Store Data, PRADEEP K. CHINTAGUNTA and JEAN-PIERRE DUBÉ, August 2005, 368–79.

The marketing literature has addressed the issues of heterogeneity and endogeneity when estimating a choice model with household-level panel data. When using these data at the stockkeeping unit or the Universal Product Code level, choices for each item in each of the time periods under consideration cannot be observed. Without such information, it is difficult to control for item- and time period–specific unmeasured characteristics because there is no information on alternatives during those periods in which they are not purchased by any of the panelists. In general, when a product category has many alternatives, each with fairly small shares, the household sample may not contain sufficient choices for each alternative, thus negatively affecting the ability to control for endogeneity with household data. In contrast, because aggregate store-level data (for those stores in which the panel makes purchases) are the aggregation of purchases by all households visiting the stores, the data contain the time period–specific item-level information required to account for endogeneity as long as each item has some sales in each time period. Given the relative merits of household data to estimate the distribution of heterogeneity and store-level data to address the endogeneity problem, the authors propose an integrated estimation procedure that uses the information in both sources. They provide empirical results from their model using data on the fabric softener market. They extend their approach to situations in which there is variation in purchase quantities that households choose.

Heterogeneous Conjoint Choice Designs, ZSOLT SÁNDOR and MICHEL WEDEL, May 2005, 210–18.

See "Research Design"

A Hybrid Choice Model That Uses Actual and Ordered Attribute Value Information, ANAND V. BODAPATI and AIMEE DROLET, August 2005, 256–65.

In the usual multinomial choice model, consumers choose to use "actual value" information; that is, utilities are continuous functions of product attributes (e.g., choices depend on actual magnitudes of price differences). The authors propose an alternative model in which consumers use only "ordered value" information; that is, utilities are functions only of the relative orderings of the attributes' values across alternatives (e.g., choices depend only on the price ordering and not on actual prices). The ordered value model is attractive because it fits well with psychological evidence that consumers often favor decision mechanisms that are cognitively less demanding. Using a supermarket shopper panel data set, the authors evaluate four models in which (1) all consumers use actual values; (2) all consumers use ordered values; (3) some consumers use actual values all the time, and some consumers use ordered values all the time; and (4) all consumers use both actual values and ordered values but with different propensities. In the analysis, the ordered value model finds stronger support than the actual value model: Model 1 outperforms Model 2; in the two hybrid choice models (Models 3 and 4), ordered value processing is more prevalent than actual value processing. These results suggest that consumers in some product categories engage more heavily in ordered value processing than in actual value processing.

Justification Effects on Consumer Choice of Hedonic and Utilitarian Goods, ERICA MINA OKADA, February 2005, 43–53.

See "Decision Research"

Modeling Preferences for Common Attributes in Multicategory Brand Choice, VISHAL P. SINGH, KARSTEN T. HANSEN, and SACHIN GUPTA, May 2005, 195–209.

The authors propose a multicategory brand choice model based on the conceptualization that the intrinsic utility for a brand is a function of underlying attributes, some of which are common across categories. The premise is that household preferences for attributes that are common across categories are likely to be correlated. The model that the authors develop projects the unobserved preferences for attributes to a lower dimensional space of unobserved factors. The factors are interpretable as household "traits" that transcend categories, and they can be used to predict preferences for attributes in new categories. The authors apply the proposed model to household panel data for three closely related snack categories and for two less-related food categories. The authors find strong correlations in preferences for product attributes such as brand names and low fat or fat free. This study demonstrates that these high correlations in product attribute preferences across categories are useful in targeting activities in existing and new categories.

Probabilistic Subset-Conjunctive Models for Heterogeneous Consumers, KAMEL JEDIDI and RAJEEV KOHLI, November 2005, 483–94.

The authors propose two generalizations of conjunctive and disjunctive screening rules. First, they relax the requirement that an acceptable alternative must be satisfactory on one criterion (disjunctive) or on all criteria (conjunctive). Second, they relax the assumption that consumers make deterministic judgments when evaluating alternatives. They combine the two generalizations into a probabilistic subset-conjunctive rule, which allows consumers to use any number or subset of decision criteria when screening alternatives and permits them to be uncertain about the acceptability of attribute levels. These two features allow for a screening process that is uncertain and more flexible than the deterministic conjunctive and disjunctive rules currently described in the literature. The authors describe a latent-class method for the estimation of the subset-conjunctive rules and the attribute-level consideration probabilities using either consideration or choice data. Applications using both types of data suggest that the proposed models predict as well as linear models do; can make different predictions of consideration, choice, and market shares; and provide insights into consumer decision processes that are different from those obtained with linear models.

Three Cheers—Psychological, Theoretical, Empirical—for Loss Aversion, COLIN CAMERER, May 2005, 129–33.

See "Decision Research"

BRAND EXTENSION EVALUATION

Does Loving a Brand Mean Loving Its Products? The Role of Brand-Elicited Affect in Brand Extension Evaluations, CATHERINE W.M. YEUNG and ROBERT S. WYER JR., November 2005, 495–506.

Three studies examine the influence of brand-elicited affect on consumers' evaluations of brand extensions. When a brand spontaneously elicits affective reactions, consumers appear to form an initial impression of the brand's new extension based on these reactions. The affect that they experience for other reasons and attribute to the brand can influence this impression as well. Their later evaluations of the extension are then based on this impression. This is true regardless of the similarity between the extension and the core brand. These results contrast with evidence that affect influences brand extension evaluations through its mediating impact on perceptions of core-extension similarity. This latter influence occurs only when consumers are explicitly asked to estimate the extension's similarity to the core before they evaluate it.

BRAND MANAGEMENT

Brand Counterextensions: The Impact of Brand Extension Success Versus Failure, PIYUSH KUMAR, May 2005, 183–94.

See "Brand Evaluation and Choice"

Two Roads to Updating Brand Personality Impressions: Trait Versus Evaluative Inferencing, GITA VENKATARAMANI JOHAR, JAIDEEP SENGUPTA, and JENNIFER L. AAKER, November 2005, 458–69.

This research examines the dynamic process of inference updating. The authors present a framework that delineates two mechanisms that guide the updating of personality trait inferences about brands. The results of three experiments show that chronics (those for whom the trait is accessible) update their initial inferences on the basis of the trait implications of new information. Notably, nonchronics (those for whom the trait is not accessible) also update their initial inferences, but they do so on the basis of the evaluative implications of new information. The framework adds to the inference-making literature by uncovering two

distinct paths of inference updating and by emphasizing the moderating role of trait accessibility. The findings have direct implications for marketers attempting to understand the construction of brand personality, and they emphasize the constantly evolving nature of brand perceptions and the notion that both the consumer and the marketer have important roles to play in this process.

BUSINESS-TO-BUSINESS MARKETING

How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels, ALBERTO SA VINHAS and ERIN ANDERSON, November 2005, 507–515.
See "Channels of Distribution"

Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis, MRINAL GHOSH and GEORGE JOHN, August 2005, 346–57.
See "Organizational Relationships"

CHANNELS OF DISTRIBUTION

The Better They Are, the More They Give: Trade Promotions of Consumer Durables, NORRIS BRUCE, PREYAS S. DESAI, and RICHARD STAELIN, February 2005, 54–66.
See "Promotion"

Do Strategic Conclusions Depend on How Price Is Defined in Models of Distribution Channels? RAJEEV K. TYAGI, May 2005, 228–32.

Models of distribution channels have defined retailer and manufacturer pricing decision variables in different ways, such as absolute retail price or absolute retail margin and absolute manufacturer price or absolute manufacturer margin. This article examines whether this choice of definition affects the equilibrium outcomes from such models. It shows that the equilibrium outcomes do not change with these definitions if manufacturers are modeled as Stackelberg pricing leaders to their retailer. However, if manufacturers are modeled as Bertrand-Nash competitors to their retailer or as Stackelberg pricing followers to their retailer, the equilibrium outcomes change depending on how the retailer's pricing decision variables are defined. Moreover, if in these two cases manufacturers and retailer are allowed to define their own pricing decision variables, then (1) manufacturers are indifferent about choosing among absolute prices, absolute margins, and percentage margins, but (2) the retailer chooses percentage margins. These results have implications for both theoretical and empirical models of price competition in distribution channels.

How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels, ALBERTO SA VINHAS and ERIN ANDERSON, November 2005, 507–515.

The authors study business-to-business manufacturers' simultaneous usage of vertically integrated (direct) and third-party (indirect) channels of distribution to serve one geographical market (possibly comprising several market segments) with the same product line. Most theoretical approaches to vertical integration of the distribution function pose the classic question of whether to forward integrate or use independent entities. Having concurrent channels means doing both. This phenomenon is poorly understood, even though it has been growing rapidly. The authors argue that under certain circumstances, it is impossible for manufacturers to prevent channel types from competing with each other, either because both channel types contact the same customer or because the customer sets them in competition against each other. The authors argue that when these situations are frequent or more consequential for the parties involved, firms reduce their usage of concurrent channels to prevent severe channel conflict. The authors posit five such circumstances. Using original data from prominent manufacturers operating in competitive markets worldwide, they model usage of both types of channels to cover one geography with the same products. They find substantial support for their model. Furthermore, in a subset of firms that use both channel types in the same market, they model the degree to which direct and indirect channels compete destructively against each other when contacting the same customers. The authors find that suppliers reduce such behavior by incurring costs to differentiate each channel's offerings, setting out "rules of engagement," and compensating both channel types when either one makes a sale.

Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace, J. MIGUEL VILLAS-BOAS and YING ZHAO, February 2005, 83–95.

The authors construct a model of the local ketchup market in a Texas city that accounts for household, manufacturer, and retailer decisions. That is, the model develops both demand and supply sides of the market. The authors model the demand side through a latent utility framework that allows for a no-purchase option. Accounting for both sides of the market enables the authors to check for any endogeneity problems on the demand side. They model the supply side through the profit-maximizing decisions of the manufacturers and a multiproduct retailer. Accounting for both the retailer and the manufacturer decisions enables the authors to evaluate the degree of manufacturer competition, retailer–manufacturer interactions, and retailer product-category pricing. Given the model assumptions and the market being studied, the authors find that not accounting for demand endogeneity can create bias in the estimation, the retailer seems to price below the static profit-maximizing prices for two of the three brands, and the inferred marginal wholesale prices are below the equilibrium uniform wholesale prices for two brands. The authors discuss the results with regard to channel bargaining, quantity discounts, and retailer category pricing.

CONSUMER BEHAVIOR

The Boundaries of Loss Aversion, NATHAN NOVEMSKY and DANIEL KAHNEMAN, May 2005, 119–28.
See "Decision Research"

Cultural Differences in Consumer Impatience, HAIPENG (ALLAN) CHEN, SHARON NG, and AKSHAY R. RAO, August 2005, 291–301.

In this article, the authors examine cross-cultural variations in how people discount the future. Specifically, they predict that people from Western cultures are relatively less patient and therefore discount the future to a greater degree than do people from Eastern cultures, and thus Westerners value immediate consumption relatively more. Furthermore, on the basis of regulatory focus theory, the authors predict that when Easterners are faced with the threat of a *delay* in receiving a product (i.e., a prevention loss), they are more impatient, whereas when Westerners are faced with the threat of not being able to *enjoy* a product early (i.e., a promotion loss), their impatience increases. This enhanced impatience manifests in preference for expedited consumption of a product purchased online in two studies. In both studies, the authors used a priming methodology on "bicultural" Singaporean participants; the results support the predictions. In the second study, they also found evidence in support of the process-based explanation for the interaction between culture and message framing.

Direct-to-Consumer Advertising and Drug Therapy Compliance, MARTA WOSINSKA, August 2005, 323–32.
See "Advertising and Media Research"

Does Loving a Brand Mean Loving Its Products? The Role of Brand-Elicited Affect in Brand Extension Evaluations, CATHERINE W.M. YEUNG and ROBERT S. WYER JR., November 2005, 495–506.
See "Brand Extension Evaluation"

Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, DEBORA VIANA THOMPSON, REBECCA W. HAMILTON, and ROLAND T. RUST, November 2005, 431–42.

As technology advances, it becomes more feasible to load products with a large number of features, each of which individually might be perceived as useful. However, too many features can make a product overwhelming for consumers and difficult to use. Three studies examine how consumers balance their desires for capability and usability when they evaluate products and how these desires shift over time. Because consumers give more weight to capability and less weight to usability before use than after use, they tend to choose overly complex products that do not maximize their satisfaction when they use them, resulting in "feature fatigue." An analytical model based on these results provides additional insights into the feature fatigue effect. This model shows that choosing the number of features that maximizes initial choice results in the inclusion of too many features, potentially decreasing customer lifetime value. As the emphasis on future sales increases, the optimal number of features decreases. The results suggest that firms should consider having a larger number of more specialized products, each with a limited number of features, rather than loading all possible features into one product.

How Do Intentions Affect Loss Aversion? NATHAN NOVEMSKY and DANIEL KAHNEMAN, May 2005, 139–40.
See "Decision Research"

The Impact of the Prechoice Process on Product Returns, NADA NASR BECHWATI and WENDY SCHNEIER SIEGAL, August 2005, 358–67.
This article introduces a framework to help researchers understand the mechanisms underlying product returns. The framework draws on research in consumer choice, consumer memory, and attitude stability to predict how the process that consumers go through at a predecisional stage affects their postpurchase behavior. The likelihood of product returns is considered contingent on the amount and nature of cognitive responses generated during the choice process. In Study 1, the authors focus on the impact of the nature of cognitive responses and show that the generation of responses of a different nature while choosing directly affects the likelihood of choice reversal. The comparative versus noncomparative nature of thoughts generated influences their diagnosticity and, accordingly, their impact on product returns when consumers are exposed to disconfirming information. In Study 2, the authors draw on the inoculation theory to manipulate the number of prechoice thoughts. They find that when faced with disconfirming information favoring a new brand, inoculated consumers who are presented with choice alternatives sequentially are less likely to return a brand than consumers who are exposed solely to positive information about the chosen brand at a prepurchase stage.

The Influence of Consumer Distractions on the Effectiveness of Food-Sampling Programs, STEPHEN M. NOWLIS and BABA SHIV, May 2005, 157–68.
See "Decision Research"

Marketing Mass-Customized Products: Striking a Balance Between Utility and Complexity, BENEDICT G.C. DELLAERT and STEFAN STREMERSCH, May 2005, 219–27.
Increasingly, firms allow consumers to mass customize their products. In this study, the authors investigate consumers' evaluations of different mass customization configurations when they are asked to mass customize a product. For example, mass customization configurations may differ in the number of modules that can be mass customized. In the context of mass customization of personal computers, the authors find that mass customization configuration affects the product utility that consumers can achieve in mass customization as well as their perception of mass customization complexity. In turn, product utility and complexity affect the utility that consumers derive from using a certain mass customization configuration. More specifically, product utility has a positive effect and complexity has a negative effect on mass customization utility. The effect of complexity is direct as well as indirect because complexity also lowers product utility. The authors also find that consumers with high levels of product expertise consider mass customization configurations less complex than do consumers with low levels of product expertise and that for more-expert consumers, complexity has a less-negative impact on product utility. The study has important managerial implications for how companies can design their mass customization configuration to increase utility and decrease complexity.

A Multipurpose Shopping Trip Model to Assess Retail Agglomeration Effects, THEO A. ARENTZE, HARMEN OPPEWAL, and HARRY J.P. TIMMERMANS, February 2005, 109–115.
See "Retailing"

The Placebo Effect in Marketing: Sometimes You Just Have to Want It to Work, CAGLAR IRMAK, LAUREN G. BLOCK, and GAVAN J. FITZSIMONS, November 2005, 406–409.

Placebo Effects of Marketing Actions: Consumers May Get What They Pay For, BABA SHIV, ZIV CARMON, and DAN ARIELY, November 2005, 383–93.
The authors demonstrate that marketing actions, such as pricing, can alter the actual efficacy of products to which they are applied. These placebo effects stem from activation of expectancies about the efficacy of the product, a process that appears not to be conscious. In three experiments, the authors show that consumers who pay a discounted price for a product (e.g., an energy drink thought to increase mental acuity) may derive less actual benefit from consuming this product (e.g., they are able to solve fewer puzzles) than consumers who purchase and consume the exact same product but pay its regular price. The studies consistently support the role of expectancies in mediating this placebo effect. The authors conclude with a discussion of theoretical, managerial, and public policy implications of the findings.

Placebo: From Pain and Analgesia to Preferences and Products, DAVID BORSOOK and LINO BECERRA, November 2005, 394–98.
See "Neurobiology"

Price, Placebo, and the Brain, GREGORY S. BERNS, November 2005, 399–400.
See "Pricing"

The Quality of Price as a Quality Cue, AKSHAY R. RAO, November 2005, 401–405.
See "Pricing"

Ruminating About Placebo Effects of Marketing Actions, BABA SHIV, ZIV CARMON, and DAN ARIELY, November 2005, 410–14.
In Shiv, Carmon, and Ariely (2005), the authors demonstrate that marketing actions such as price promotions and advertising evoke consumer expectations, which can alter the actual efficacy of the marketed product, a phenomenon they call "placebo effects of marketing actions." In this rejoinder, they build on the preceding commentaries and refine their framework to account more fully for factors that may influence this placebo effect, and they describe directions for further research in this new topic area.

Two Roads to Updating Brand Personality Impressions: Trait Versus Evaluative Inferencing, GITA VENKATARAMANI JOHAR, JAIDEEP SENGUPTA, and JENNIFER L. AAKER, November 2005, 458–69.
See "Brand Management"

When Do Losses Loom Larger Than Gains? DAN ARIELY, JOEL HUBER, and KLAUS WERTENBROCH, May 2005, 134–38.
In defining limits to loss aversion, Novemsky and Kahneman (2005) offer important new data and a needed summary of appropriate ways to think about loss aversion. In this comment to Novemsky and Kahneman's article, the authors consider the new empirical results that involve probabilistic buying and selling, suggesting caution in generalizing the results to nonprobabilistic commerce. The authors expand Novemsky and Kahneman's summary by exploring two critical constructs that help define the boundaries of loss aversion: emotional attachment and cognitive perspective. Emotional attachment alters loss aversion by moderating the degree to which parting with an item involves a loss, whereas shifts in cognitive perspective explain why items typically viewed as a loss are given more or less weight. The goal is to use these constructs to characterize more specifically contexts in which losses loom larger than gains and to suggest specific ways that research into loss aversion could evolve.

When Two Rights Make a Wrong: Searching Too Much in Ordered Environments, KRISTIN DIEHL, August 2005, 313–22.
See "Information Processing"

Willful Ignorance in the Request for Product Attribute Information, KRISTINE R. EHRICH and JULIE R. IRWIN, August 2005, 266–77.
See "Decision Research"

CUSTOMER LIFE CYCLE

Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services, SHIBO LI, BAOHONG SUN, and RONALD T. WILCOX, May 2005, 233–39.
See "Customer Relationship Management"

CUSTOMER LIFETIME VALUE

RFM and CLV: Using Iso-Value Curves for Customer Base Analysis, PETER S. FADER, BRUCE G.S. HARDIE, and KA LOK LEE, November 2005, 415–30.
The authors present a new model that links the well-known RFM (recency, frequency, and monetary value) paradigm with customer lifetime value (CLV). Although previous researchers have made a conceptual link, none has presented a formal model with a well-grounded behavioral "story." Key to this analysis is the notion of "iso-value" curves, which enable the grouping of individual customers who have different purchasing histories but similar future valuations. Iso-value curves make it easy to visualize the interactions and trade-offs among the RFM measures and CLV. The stochastic model is based on the Pareto/NBD

framework to capture the flow of transactions over time and a gamma-gamma submodel for spend per transaction. The authors conduct several holdout tests to demonstrate the validity of the model's underlying components and then use it to estimate the total CLV for a cohort of new customers of the online music site CDNOW. Finally, the authors discuss broader issues and opportunities in the application of this model in actual practice.

CUSTOMER RELATIONSHIP MANAGEMENT

Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services, SHIBO LI, BAOHONG SUN, and RONALD T. WILCOX, May 2005, 233–39.

Customers have predictable life cycles. As a result of these life cycles, firms that sell multiple products or services frequently observe that, in general, certain items are purchased before others. This predictable phenomenon provides opportunities for firms to cross-sell additional products and services to existing customers. This article presents a structural multivariate probit model to investigate how customer demand for multiple products evolves over time and its implications for the sequential acquisition patterns of naturally ordered products. The authors investigate customer purchase patterns for products that are marketed by a large midwestern bank. Among the substantive findings are that women and older customers are more sensitive to their overall satisfaction with the bank than are men and younger customers when determining whether to purchase additional financial services, and households whose head has a greater level of education or is male move more quickly along the financial maturity continuum than do households whose head has less education or is female.

Decomposing the Promotional Revenue Bump for Loyalty Program Members Versus Nonmembers, HARALD J. VAN HEERDE and TAMMO H.A. BIJMOLT, November 2005, 443–57.

See "Promotion"

Direct-to-Consumer Advertising and Drug Therapy Compliance, MARTA WOSINSKA, August 2005, 323–32.

See "Advertising and Media Research"

Marketing Mass-Customized Products: Striking a Balance Between Utility and Complexity, BENEDICT G.C. DELLAERT and STEFAN STREMERSCH, May 2005, 219–27.

See "Consumer Behavior"

CUSTOMER SERVICE

Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges, CLARA AGUSTIN and JAGDIP SINGH, February 2005, 96–108.

See "Brand Evaluation and Choice"

DECISION RESEARCH

The Boundaries of Loss Aversion, NATHAN NOVEMSKY and DANIEL KAHNEMAN, May 2005, 119–28.

In this article, the authors propose some psychological principles to describe the boundaries of loss aversion. A key idea is that exchange goods that are given up "as intended" do not exhibit loss aversion. For example, the authors propose that money given up in purchases is not generally subject to loss aversion. The results of several experiments provide preliminary support for the hypotheses. The authors find that, consistent with prospect theory, loss aversion provides a complete account of risk aversion for risks with equal probability to win or lose. The authors propose boundaries for this result and suggest further tests of the model.

Cultural Differences in Consumer Impatience, HAIPENG (ALLAN) CHEN, SHARON NG, and AKSHAY R. RAO, August 2005, 291–301.

See "Consumer Behavior"

How Do Intentions Affect Loss Aversion? NATHAN NOVEMSKY and DANIEL KAHNEMAN, May 2005, 139–40.

Previously (see Novemsky and Kahneman 2005), the authors proposed that intentions to exchange versus to consume a good moderate loss aversion for that good. In this rejoinder, the authors follow up on this idea, discussing several mechanisms that Ariely, Huber, and Wertenbroch (2005) propose by which intentions can moderate loss aversion. The authors consider both emotional attachment to the good and cognitive focus during evaluation as potential mediators of the effects of intentions on loss aversion.

A Hybrid Choice Model That Uses Actual and Ordered Attribute Value Information, ANAND V. BODAPATI and AIMEE DROLET, August 2005, 256–65.

See "Brand Evaluation and Choice"

The Impact of the Prechoice Process on Product Returns, NADA NASR BECHWATI and WENDY SCHNEIER SIEGAL, August 2005, 358–67.

See "Consumer Behavior"

The Influence of Consumer Distractions on the Effectiveness of Food-Sampling Programs, STEPHEN M. NOWLIS and BABA SHIV, May 2005, 157–68.

Sampling programs are a significant element of the promotions mix, particularly in the food category. In this research, the authors find that the degree to which consumers are distracted while sampling a product can influence the effectiveness of such programs. In particular, the authors find that distraction actually increases subsequent choice of the sampled food, a finding that is contrary to what industry experts predict. The authors propose a dual-process model of somatosensory experiences to account for the findings. In line with the model, the findings suggest that the ultimate pleasure that a consumer derives from the taste of a food sample depends on two components, an informational component and an affective component. Furthermore, the findings suggest that distraction affects the subsequent choice of the sampled item by increasing (decreasing) the impact of the affective component (informational component) on subsequent choice.

Justification Effects on Consumer Choice of Hedonic and Utilitarian Goods, ERICA MINA OKADA, February 2005, 43–53.

People want to have fun, and they are more likely to have fun if the situation allows them to justify it. This research studies how people's need for justifying hedonic consumption drives two choice patterns that are observed in typical purchase contexts. First, relative preferences between hedonic and utilitarian alternatives can reverse, depending on how the immediate purchase situation presents itself. A hedonic alternative tends to be rated more highly than a comparable utilitarian alternative when each is presented singly, but the utilitarian alternative tends to be chosen over the hedonic alternative when the two are presented jointly. Second, people have preferences for expending different combinations of time (effort) and money for acquiring hedonic versus utilitarian items. They are willing to pay more in time for hedonic goods and more in money for utilitarian goods. The author explores the topic through a combination of four experiments and field studies.

Marketing Mass-Customized Products: Striking a Balance Between Utility and Complexity, BENEDICT G.C. DELLAERT and STEFAN STREMERSCH, May 2005, 219–27.

See "Consumer Behavior"

Placebo: From Pain and Analgesia to Preferences and Products, DAVID BORSOOK and LINO BECERRA, November 2005, 394–98.

See "Neurobiology"

Probabilistic Subset-Conjunctive Models for Heterogeneous Consumers, KAMEL JEDIDI and RAJEEV KOHLI, November 2005, 483–94.

See "Brand Evaluation and Choice"

Structural Modeling and Policy Simulation, BART J. BRONNENBERG, PETER E. ROSSI, and NAUFEL J. VILCASSIM, February 2005, 22–26.

See "Econometric Models"

Three Cheers—Psychological, Theoretical, Empirical—for Loss Aversion, COLIN CAMERER, May 2005, 129–33.

This note emphasizes the special role of prospect theory in drawing psychophysical considerations into theories of decision making with respect to risk. An example of such a consideration is the dependence of outcome value on a reference point and the increased sensitivity of loss relative to gain (i.e., loss aversion). Loss aversion can explain the St. Petersburg paradox without requiring concave utility, it has the correct psychological foundation, it is theoretically useful, and it is a parsimonious principle that can explain many puzzles. A few open questions are whether loss aversion is a stable feature of preference, whether it is an expression of fear, and what are its properties.

When Do Losses Loom Larger Than Gains? DAN ARIELY, JOEL HUBER, and KLAUS WERTENBROCH, May 2005, 134–38.
See "Consumer Behavior"

When Two Rights Make a Wrong: Searching Too Much in Ordered Environments, KRISTIN DIEHL, August 2005, 313–22.
See "Information Processing"

Willful Ignorance in the Request for Product Attribute Information, KRISTINE R. EHRICH and JULIE R. IRWIN, August 2005, 266–77.
Attribute information is not always readily available to consumers. This is especially true for ethical attributes, such as labor practices, environmental friendliness, and so forth. Intuitively, it might be expected that consumers who would use an attribute in their decision making should seek attribute information, especially if it is easily obtainable. In three studies, the authors measure discrepancies between requests for available ethical attribute information and actual use of the same attribute in a conjoint task. In both between-subjects and within-subjects designs, the authors show that consumers (1) underrequest ethical attribute information and (2) are especially likely to show request/use inconsistency if they care about the underlying ethical issue. Negative emotions, especially the avoidance of anger, appear to drive this willful ignorance. These results add to the growing literature on avoidance mechanisms and consumer decision making and may shed light on when ethical attributes do (and do not) play a role in actual purchase behavior.

ECONOMETRIC MODELS

Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services, SHIBO LI, BAOHONG SUN, and RONALD T. WILCOX, May 2005, 233–39.
See "Customer Relationship Management"

Estimating a Stockkeeping-Unit-Level Brand Choice Model That Combines Household Panel Data and Store Data, PRADEEP K. CHINTAGUNTA and JEAN-PIERRE DUBÉ, August 2005, 368–79.
See "Brand Evaluation and Choice"

A Hybrid Choice Model That Uses Actual and Ordered Attribute Value Information, ANAND V. BODAPATI and AIMEE DROLET, August 2005, 256–65.
See "Brand Evaluation and Choice"

Marketing Models and the Lucas Critique, HARALD J. VAN HEERDE, MARNIK G. DEKIMPE, and WILLIAM P. PUTSIS JR., February 2005, 15–21.

Modeling Preferences for Common Attributes in Multicategory Brand Choice, VISHAL P. SINGH, KARSTEN T. HANSEN, and SACHIN GUPTA, May 2005, 195–209.
See "Brand Evaluation and Choice"

Recovering Stockkeeping-Unit-Level Preferences and Response Sensitivities from Market Share Models Estimated on Item Aggregates, DAVID R. BELL, ANDRÉ BONFRER, and PRADEEP K. CHINTAGUNTA, May 2005, 169–82.
The authors propose a new approach to obtaining stockkeeping-unit (SKU)-level preferences and response sensitivities. The authors distinguish an attribute-level model, in which the unit of analysis is the market share for an alternative created by aggregation (e.g., Colgate toothpaste), from a truly disaggregate SKU-level model, and they establish an analytical relationship between parameters that they obtain from the two models. The authors show that SKU-level parameters can be recovered by calculation from estimated attribute-level parameters, circumventing the need for direct estimation of the more complex SKU-level model. They calibrate the store data market share model using 98 weeks of data for ten brands and 168 SKUs of toothpaste. Rather than estimate 168 preference parameters (when there is an "outside" alternative in addition to the 168 "inside" ones), it is only necessary to estimate ten brand-preference parameters from which the 168 parameters can be computed, as long as share and marketing-mix data are available at the SKU level. Covariate effects, such as marketing-mix response parameters, can be recovered in a similar fashion. Holdout tests demonstrate superior predictive performance, and the authors discuss implications for the derivation of elasticities for new SKU introductions.

Structural Modeling and Policy Simulation, BART J. BRONNENBERG, PETER E. ROSSI, and NAUFEL J. VILCASSIM, February 2005, 22–26.

Temporal Differences in the Role of Marketing Communication in New Product Categories, SRIDHAR NARAYANAN, PUNEET MANCHANDA, and PRADEEP K. CHINTAGUNTA, August 2005, 278–90.
See "Advertising and Media Research"

EDITORIALS

Econometric Models for Marketing Decisions, DICK R. WITTINK, February 2005, i–3.

From the Editor, RUSSELL S. WINER, August 2005, iii.

ETHICS

Willful Ignorance in the Request for Product Attribute Information, KRISTINE R. EHRICH and JULIE R. IRWIN, August 2005, 266–77.
See "Decision Research"

EXPERIMENTAL ECONOMICS

Incentive-Aligned Conjoint Analysis, MIN DING, RAJDEEP GREWAL, and JOHN LIECHTY, February 2005, 67–82.
See "Research Design"

FORECASTING

An Integrated Model for Bidding Behavior in Internet Auctions: Whether, Who, When, and How Much, YOUNG-HOON PARK and ERIC T. BRADLOW, November 2005, 470–82.
See "Statistical Methods"

RFM and CLV: Using Iso-Value Curves for Customer Base Analysis, PETER S. FADER, BRUCE G.S. HARDIE, and KA LOK LEE, November 2005, 415–30.
See "Customer Lifetime Value"

Structural Modeling and Policy Simulation, BART J. BRONNENBERG, PETER E. ROSSI, and NAUFEL J. VILCASSIM, February 2005, 22–26.
See "Econometric Models"

GAME THEORY

Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects, WILFRED AMALDOSS and SANJAY JAIN, February 2005, 30–42.
See "Pricing"

HISTORY

A Career Between Theory and Practice, RICHARD M. JOHNSON, August 2005, 243–49.
The author describes his career in marketing research, which involves a series of nonacademic positions. He argues that the commercial market research environment provides challenges that motivate methodological innovation, and he discusses the development of adaptive conjoint analysis in response to client problems. He suggests that young people should keep their options open, avoid early specialization, and follow their interests.

INFORMATION PROCESSING

Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions, RUI (JULIET) ZHU and JOAN MEYERS-LEVY, August 2005, 333–45.
See "Music"

Does Loving a Brand Mean Loving Its Products? The Role of Brand-Elicited Affect in Brand Extension Evaluations, CATHERINE W.M. YEUNG and ROBERT S. WYER JR., November 2005, 495–506.
See "Brand Extension Evaluation"

The Impact of the Prechoice Process on Product Returns, NADA NASR BECHWATI and WENDY SCHNEIER SIEGAL, August 2005, 358–67.
See "Consumer Behavior"

Three Cheers—Psychological, Theoretical, Empirical—for Loss Aversion, COLIN CAMERER, May 2005, 129–33.
See "Decision Research"

Two Roads to Updating Brand Personality Impressions: Trait Versus Evaluative Inferencing, GITA VENKATARAMANI JOHAR, JAIDEEP SENGUPTA, and JENNIFER L. AAKER, November 2005, 458–69.
See "Brand Management"

When Two Rights Make a Wrong: Searching Too Much in Ordered Environments, KRISTIN DIEHL, August 2005, 313–22.
In electronic shopping, screening tools are used to sort through many options, assess their fit with a consumer's utility function, and recommend options in a list ordered from predicted best to worst. When the most promising options are at the beginning of the list, even seemingly advantageous factors (e.g., lower search cost, greater selection) that prompt consideration of more options degrade choice quality by (1) lowering the average quality of considered options and (2) lowering customers' selectivity in focusing attention on the more mediocre rather than the better options from the actively considered set. Study 1 shows that lowering search costs diminishes choice quality in an ordered environment. Study 2 shows that presenting consumers with the top 50 rather than the top 15 recommendations has the same effect. Study 3 shows that greater accuracy motivation in combination with lower search cost diminishes choice quality because consumers are encouraged to consider a wider range of options (lower-quality consideration sets), which ultimately leads to worse choices.

INTERNET AUCTIONS

An Integrated Model for Bidding Behavior in Internet Auctions: Whether, Who, When, and How Much, YOUNG-HOON PARK and ERIC T. BRADLOW, November 2005, 470–82.
See "Statistical Methods"

MANAGERIAL JUDGMENT AND DECISION AIDS

Diagnostics, Expectations, and Endogeneity, PHILIP HANS FRANSES, February 2005, 27–29.
See "Market Research Utilization"

On the Use of Econometric Models for Policy Simulation in Marketing, PHILIP HANS FRANSES, February 2005, 4–14.
See "Market Research Utilization"

MARKET ANALYSIS AND RESPONSE

Diagnostics, Expectations, and Endogeneity, PHILIP HANS FRANSES, February 2005, 27–29.
See "Market Research Utilization"

Estimating a Stockkeeping-Unit-Level Brand Choice Model That Combines Household Panel Data and Store Data, PRADEEP K. CHINTAGUNTA and JEAN-PIERRE DUBÉ, August 2005, 368–79.
See "Brand Evaluation and Choice"

Marketing Models and the Lucas Critique, HARALD J. VAN HEERDE, MARNIK G. DEKIMPE, and WILLIAM P. PUTSIS JR., February 2005, 15–21.
See "Econometric Models"

A Multipurpose Shopping Trip Model to Assess Retail Agglomeration Effects, THEO A. ARENTZE, HARMEN OPPEWAL, and HARRY J.P. TIMMERMANS, February 2005, 109–115.
See "Retailing"

New Empirical Generalizations on the Determinants of Price Elasticity, TAMMO H.A. BIJMOLT, HARALD J. VAN HEERDE, and RIK G.M. PIETERS, May 2005, 141–56.
See "Pricing"

On the Use of Econometric Models for Policy Simulation in Marketing, PHILIP HANS FRANSES, February 2005, 4–14.
See "Market Research Utilization"

Recovering Stockkeeping-Unit-Level Preferences and Response Sensitivities from Market Share Models Estimated on Item Aggregates, DAVID R. BELL, ANDRÉ BONFRER, and PRADEEP K. CHINTAGUNTA, May 2005, 169–82.
See "Econometric Models"

MARKET RESEARCH UTILIZATION

Diagnostics, Expectations, and Endogeneity, PHILIP HANS FRANSES, February 2005, 27–29.
Marketing models are often intended to guide managers to make decisions. In this rejoinder, the author reviews three questions that must be addressed before a model can be established as useful for policy analysis.

On the Use of Econometric Models for Policy Simulation in Marketing, PHILIP HANS FRANSES, February 2005, 4–14.
In this article, the author discusses the properties of useful econometric models for marketing phenomena, with particular attention on models for policy simulations. The author addresses model diagnostics, parameter stability, exogeneity, and the Lucas critique. He also presents the results of a search through the 1998–2003 issues of the *Journal of Marketing Research*. Finally, the author offers practical guidelines.

Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace, J. MIGUEL VILLAS-BOAS and YING ZHAO, February 2005, 83–95.
See "Channels of Distribution"

Theory and Practice Go Hand in Hand: A Tribute to Richard Johnson's Contributions to Marketing Research Methodology, PAUL E. GREEN, August 2005, 254.
See "Scaling Methods"

What Has Marketing Learned from Richard Johnson? JOEL HUBER, August 2005, 250–53.
See "Measurement"

MEASUREMENT

What Has Marketing Learned from Richard Johnson? JOEL HUBER, August 2005, 250–53.
Richard Johnson has had a remarkable career in an era that integrated the use of computers and mathematical models into marketing research. This article summarizes his contributions in terms of theoretical advances, practical solutions, and the development of a culture that links the academic and practitioner worlds. The author speculates on the personality traits that made Johnson so successful and ways that his critical roles can be fulfilled by others in the future.

META-ANALYSIS

New Empirical Generalizations on the Determinants of Price Elasticity, TAMMO H.A. BIJMOLT, HARALD J. VAN HEERDE, and RIK G.M. PIETERS, May 2005, 141–56.
See "Pricing"

MUSIC

Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions, RUI (JULIET) ZHU and JOAN MEYERS-LEVY, August 2005, 333–45.
Music theory distinguishes between two types of meanings that music can impart: (1) embodied meaning, which is purely hedonic, context independent, and based on the degree of stimulation the musical sound affords, and (2) referential meaning, which is context dependent and reflects networks of semantic-laden, external world concepts. Two studies investigate which (if either) of these background music meanings influence perceptions of an advertised product and when. Findings suggest that people who engage in nonintensive processing are insensitive to either type of meaning. However, more intensive processors base their perceptions on the music's referential meaning when ad message processing requires few resources, but they use the music's embodied meaning when such processing is relatively resource demanding.

NEUROBIOLOGY

Placebo: From Pain and Analgesia to Preferences and Products, DAVID BORSOOK and LINO BECERRA, November 2005, 394–98.

NEW PRODUCT DEVELOPMENT AND LAUNCH

Brand Counterextensions: The Impact of Brand Extension Success Versus Failure, PIYUSH KUMAR, May 2005, 183–94.
See "Brand Evaluation and Choice"

Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing, DEBORA VIANA THOMPSON, REBECCA W. HAMILTON, and ROLAND T. RUST, November 2005, 431–42.
See "Consumer Behavior"

Modeling Preferences for Common Attributes in Multicategory Brand Choice, VISHAL P. SINGH, KARSTEN T. HANSEN, and SACHIN GUPTA, May 2005, 195–209.
See "Brand Evaluation and Choice"

Temporal Differences in the Role of Marketing Communication in New Product Categories, SRIDHAR NARAYANAN, PUNEET MANCHANDA, and PRADEEP K. CHINTAGUNTA, August 2005, 278–90.
See "Advertising and Media Research"

ORGANIZATIONAL RELATIONSHIPS

How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels, ALBERTO SA VINHAS and ERIN ANDERSON, November 2005, 507–515.
See "Channels of Distribution"

In Favor of Closer Ties, RICHARD M. JOHNSON, August 2005, 255.
The author believes that marketing would be strengthened by closer relationships between academics and practitioners. He argues that the commercial market research environment can be stimulating for methodological development, and he suggests that everyone would benefit if academics and practitioners had experience in both environments.

Strategic Fit in Industrial Alliances: An Empirical Test of Governance Value Analysis, MRINAL GHOSH and GEORGE JOHN, August 2005, 346–57.
The exclusion of firm-specific considerations in the standard (economizing calculus) approach to buyer–supplier ties makes the large variations in the types of contracts used within the same industry unexplainable. This article tests Ghosh and John's (1999) strategizing calculus model that purports to close this gap. The core organizing principle of this model is a three-way fit among firm resources, investments, and governance that yields the highest net receipts. From this principle, the authors derive predictions and test them using data from 193 original equipment manufacturers that engage independent component suppliers. The data show that investments must be aligned with more complete contract terms (e.g., fixed prices, "hard" designs) to yield cost reduction outcomes for all firms. However, investments must be aligned with more incomplete contracts (e.g., cost-plus prices, "soft" designs) to yield end-product enhancement outcomes, but only for firms with relatively small downstream market margins. Firms with larger downstream market margins find that the previous alignment reduces end-product enhancements. These results are robust to checks for common method bias and alternative estimation procedures. The authors discuss practical guidelines for the desired tightness of supplier contract terms from the three-way fit principle.

PLACEBO EFFECTS

The Quality of Price as a Quality Cue, AKSHAY R. RAO, November 2005, 401–405.
See "Pricing"

PRICING

The Better They Are, the More They Give: Trade Promotions of Consumer Durables, NORRIS BRUCE, PREYAS S. DESAI, and RICHARD STAELIN, February 2005, 54–66.
See "Promotion"

Cultural Differences in Consumer Impatience, HAIPENG (ALLAN) CHEN, SHARON NG, and AKSHAY R. RAO, August 2005, 291–301.
See "Consumer Behavior"

Do Strategic Conclusions Depend on How Price Is Defined in Models of Distribution Channels? RAJEEV K. TYAGI, May 2005, 228–32.
See "Channels of Distribution"

An Empirical Analysis of Price Discrimination Mechanisms and Retailer Profitability, ROMANA J. KHAN and DIPAK C. JAIN, November 2005, 516–24.
Retailers typically engage in some form of price discrimination to increase profitability. In this article, the authors compare the impact on retailer profitability of two price discrimination mechanisms: quantity discounts based on package size (second-degree price discrimination) and store-level pricing or micromarketing (third-degree price discrimination). Whereas the latter has been well addressed in the marketing literature, there is limited empirical research on the use of quantity discounts for price discrimination. Using store-level sales data, the authors estimate a structural demand model, accounting for parameter heterogeneity and price endogeneity. They combine the parameter estimates with a model of retailer pricing to conduct optimal pricing and profitability simulations under several scenarios, ranging from constraining the retailer not to engage in any form of price discrimination to the least restrictive scenario of setting nonlinear price schedules specific to each store. The pricing simulations enable the decomposition of profitability as a result of the different forms of price discrimination. Profits are greatest when retailers combine second- and third-degree price discrimination. The authors find that the ability to engage in second-degree price discrimination contributes more to retailer profitability than does third-degree price discrimination.

New Empirical Generalizations on the Determinants of Price Elasticity, TAMMO H.A. BIJMOLT, HARALD J. VAN HEERDE, and RIK G.M. PIETERS, May 2005, 141–56.
The importance of pricing decisions for firms has fueled an extensive stream of research on price elasticities. In an influential meta-analytical study, Tellis (1988) summarized price elasticity research findings until 1986. However, empirical generalizations on price elasticity require modifications because of (1) changes in market characteristics (i.e., characteristics of brands, product categories, and economic conditions) and (2) changes in the research methodology used to assess price elasticities. Therefore, the authors present a meta-analysis of price elasticity with new empirical generalizations on its determinants. Across a set of 1851 price elasticities based on 81 studies, the average price elasticity is –2.62. A salient finding is that over the past four decades, sales elasticities have significantly increased in magnitude, whereas share and choice elasticities have remained fairly constant. The authors find that accommodating price endogeneity has a strong (magnitude-increasing) impact on price elasticities. A striking null result is that accounting for heterogeneity does not affect elasticities significantly. The authors also present an analysis that explains the difference between their findings and Tellis's findings, and they indicate which new price elasticity studies are most desirable.

The Placebo Effect in Marketing: Sometimes You Just Have to Want It to Work, CAGLAR IRMAK, LAUREN G. BLOCK, and GAVAN J. FITZSIMONS, November 2005, 406–409.
See "Consumer Behavior"

Placebo Effects of Marketing Actions: Consumers May Get What They Pay For, BABA SHIV, ZIV CARMON, and DAN ARIELY, November 2005, 383–93.
See "Consumer Behavior"

Price, Placebo, and the Brain, GREGORY S. BERNS, November 2005, 399–400.

Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects, WILFRED AMALDOSS and SANJAY JAIN, February 2005, 30–42.
Social needs play an important role in the purchase of conspicuous goods. In this article, the authors extend traditional economic models to accommodate social needs, such as desire for uniqueness and conformism, and examine their implications for pricing conspicuous goods. First, in the context of a duopoly, the authors identify the conditions under which the desire for uniqueness can increase demand among some consumers as the price of a product increases. Second, the authors show that though the desire for uniqueness leads to higher prices and firm profits, a desire for conformity leads to lower prices and profits. Third, the authors find that consumers purchase high-quality products not because of their desire for uniqueness but despite it. Finally, marketers of conspicuous goods may find it beneficial not to emphasize the functional

differences among their products when the need for uniqueness is high. In a laboratory test, the authors find support for the claim that demand for a product among consumers who desire uniqueness may increase as its price increases.

The Quality of Price as a Quality Cue, AKSHAY R. RAO, November 2005, 401–405.

Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace, J. MIGUEL VILLAS-BOAS and YING ZHAO, February 2005, 83–95.
See "Channels of Distribution"

The Role of Selling Costs in Signaling Price Image, JIWOONG SHIN, August 2005, 302–312.
See "Advertising and Media Research"

Ruminating About Placebo Effects of Marketing Actions, BABA SHIV, ZIV CARMON, and DAN ARIELY, November 2005, 410–14.
See "Consumer Behavior"

When Do Losses Loom Larger Than Gains? DAN ARIELY, JOEL HUBER, and KLAUS WERTENBROCH, May 2005, 134–38.
See "Consumer Behavior"

PROMOTION

The Better They Are, the More They Give: Trade Promotions of Consumer Durables, NORRIS BRUCE, PREYAS S. DESAI, and RICHARD STAELIN, February 2005, 54–66.

The authors study trade promotions for durable goods, such as automobiles, for which manufacturers provide special incentives to dealers for exceeding specific sales targets. They develop a theoretical model of consumer, retailer, and manufacturer behavior based on observations about key aspects of the automobile market. The analysis provides important insights about the intertemporal effects of trade promotions and the effect of product durability on the promotion strategies of manufacturers. For example, manufacturers of more durable products benefit more from running trade promotions and give deeper discounts. The authors find empirical support when they test the theoretical results.

Decomposing the Promotional Revenue Bump for Loyalty Program Members Versus Nonmembers, HARALD J. VAN HEERDE and TAMMO H.A. BIJMOLT, November 2005, 443–57.

Loyalty programs lead to a natural split of a firm's customer base into members and nonmembers. To manage both groups effectively, it is essential to know how marketing activities, such as promotions, affect both groups' contributions to revenues. The authors model each group's contribution as the number of daily buyers times their average expenditures. The model also includes the number of nonbuyers because they may return as customers. Moreover, nonbuyers may influence the expenditures of other customers through crowding effects, and they use personnel time. Model application to two years of daily data from six clothing stores reveals that the number of nonmembers who buy is much more responsive to price discounts than the number of members who buy. Thus, the decomposition of the promotional revenue bump is strongly moderated by the percentage price discount and the communication mode: direct mail to members only and door-to-door flyers to members and nonmembers.

The Influence of Consumer Distractions on the Effectiveness of Food-Sampling Programs, STEPHEN M. NOWLIS and BABA SHIV, May 2005, 157–68.
See "Decision Research"

The Placebo Effect in Marketing: Sometimes You Just Have to Want It to Work, CAGLAR IRMAK, LAUREN G. BLOCK, and GAVAN J. FITZSIMONS, November 2005, 406–409.
See "Consumer Behavior"

Placebo Effects of Marketing Actions: Consumers May Get What They Pay For, BABA SHIV, ZIV CARMON, and DAN ARIELY, November 2005, 383–93.
See "Consumer Behavior"

Ruminating About Placebo Effects of Marketing Actions, BABA SHIV, ZIV CARMON, and DAN ARIELY, November 2005, 410–14.
See "Consumer Behavior"

REGRESSION AND OTHER STATISTICAL METHODS

Justification Effects on Consumer Choice of Hedonic and Utilitarian Goods, ERICA MINA OKADA, February 2005, 43–53.
See "Decision Research"

Marketing Models and the Lucas Critique, HARALD J. VAN HEERDE, MARNIK G. DEKIMPE, and WILLIAM P. PUTSIS JR., February 2005, 15–21.
See "Econometric Models"

RELATIONSHIP MARKETING

Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges, CLARA AGUSTIN and JAGDIP SINGH, February 2005, 96–108.
See "Brand Evaluation and Choice"

RESEARCH DESIGN

Heterogeneous Conjoint Choice Designs, ZSOLT SÁNDOR and MICHEL WEDEL, May 2005, 210–18.

Previous conjoint choice design construction procedures have produced a single homogeneous design that is administered to all study participants. In contrast, this article proposes to construct a limited set of different designs. The principle of heterogeneous designs is applicable to a variety of types of models. This article illustrates this principle for Bayesian designs, taking into account prior uncertainty about the parameter values, and for mixed logit designs that accommodate respondent heterogeneity. The authors develop and investigate a computational procedure that enables quick and easy implementation. Although the number of different designs in the optimal set is small, the authors use a Monte Carlo study to demonstrate that their heterogeneous design achieves substantial gains in efficiency compared with homogeneous designs.

Incentive-Aligned Conjoint Analysis, MIN DING, RAJDEEP GREWAL, and JOHN LIECHTY, February 2005, 67–82.

Because most conjoint studies are conducted in hypothetical situations with no consumption consequences for the participants, the extent to which the studies are able to uncover "true" consumer preference structures is questionable. Experimental economics literature, with its emphasis on incentive alignment and hypothetical bias, suggests that more realistic incentive-aligned studies result in stronger out-of-sample predictive performance of actual purchase behaviors and provide better estimates of consumer preference structures than do hypothetical studies. To test this hypothesis, the authors design an experiment with conventional (hypothetical) conditions and parallel incentive-aligned counterparts. Using Chinese dinner specials as the context, the authors conduct a field experiment in a Chinese restaurant during dinnertime. The results provide strong evidence in favor of incentive-aligned choice conjoint analysis, in that incentive-aligned choice conjoint outperforms hypothetical choice conjoint in out-of-sample predictions. To determine the robustness of the results, the authors conduct a second study that uses snacks as the context and considers only the choice treatments. This study confirms the results by providing strong evidence in favor of incentive-aligned choice analysis in out-of-sample predictions. The results provide a strong motivation for conjoint practitioners to consider conducting studies in realistic settings using incentive structures that require participants to "live with" their decisions.

RETAILING

Decomposing the Promotional Revenue Bump for Loyalty Program Members Versus Nonmembers, HARALD J. VAN HEERDE and TAMMO H.A. BIJMOLT, November 2005, 443–57.
See "Promotion"

Do Strategic Conclusions Depend on How Price Is Defined in Models of Distribution Channels? RAJEEV K. TYAGI, May 2005, 228–32.
See "Channels of Distribution"

An Empirical Analysis of Price Discrimination Mechanisms and Retailer Profitability, ROMANA J. KHAN and DIPAK C. JAIN, November 2005, 516–24.
See "Pricing"

A Multipurpose Shopping Trip Model to Assess Retail Agglomeration Effects, THEO A. ARENTZE, HARMEN OPPEWAL, and HARRY J.P. TIMMERMANS, February 2005, 109–115.

Multipurpose shopping is a prominent and relevant feature of shopping behavior. However, no methodology is available to assess empirically how the demand for multipurpose shopping depends on retail agglomeration or, in general, the characteristics of retail supply, such as the numbers and types of stores in a shopping center or the number of categories in a supermarket. The authors propose a nested-logit model that captures retail agglomeration effects on consumer choice of shopping trip purpose (what to buy) and destination (where to buy). The authors estimate parameters representing trip purpose-adjustment and between-store attraction effects on shopping trip data collected from a sample of 1704 households in The Netherlands. Both effects are significant for each of the three categories for which the model is estimated. This is consistent with the idea of agglomeration effects. The findings suggest that agglomeration helps attract not only multipurpose but also single-purpose trips. A comparison of multi- and single-purpose trip model predictions shows that single-purpose models underpredict the number of trips to larger shopping centers.

Recovering Stockkeeping-Unit-Level Preferences and Response Sensitivities from Market Share Models Estimated on Item Aggregates, DAVID R. BELL, ANDRÉ BONFRER, and PRADEEP K. CHINTAGUNTA, May 2005, 169–82.

See "Econometric Models"

The Role of Selling Costs in Signaling Price Image, JIWOONG SHIN, August 2005, 302–312.

See "Advertising and Media Research"

SCALING METHODS

Theory and Practice Go Hand in Hand: A Tribute to Richard Johnson's Contributions to Marketing Research Methodology, PAUL E. GREEN, August 2005, 254.

This article is a response to Richard Johnson's (2005) memoir. It notes some of the important contributions that Johnson has made to marketing research and reflects on his unique personal and professional characteristics.

What Has Marketing Learned from Richard Johnson? JOEL HUBER, August 2005, 250–53.

See "Measurement"

SEGMENTATION RESEARCH

An Empirical Analysis of Price Discrimination Mechanisms and Retailer Profitability, ROMANA J. KHAN and DIPAK C. JAIN, November 2005, 516–24.

See "Pricing"

Probabilistic Subset-Conjunctive Models for Heterogeneous Consumers, KAMEL JEDIDI and RAJEEV KOHLI, November 2005, 483–94.

See "Brand Evaluation and Choice"

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An Integrated Model for Bidding Behavior in Internet Auctions: Whether, Who, When, and How Much, YOUNG-HOON PARK and ERIC T. BRADLOW, November 2005, 470–82.

The authors develop a general parametric modeling framework for bidding behavior in Internet auctions. Toward this end, they incorporate four key components of the bidding process under their framework: whether people bid on an auction, (if so) who bids, when they bid, and how much they bid over the entire sequence of bids in an auction. This integrated framework is based on a single, latent, time-varying construct of consumer willingness to bid, which bidders have and update for a particular auction item over the course of the auction duration. Using a database of notebook auctions from one of the largest Internet auction sites in Korea, the authors demonstrate that this general (yet parsimonious) model captures the key behavioral aspects of bidding behavior. Furthermore, the authors provide a valuable tool for managers at auction sites to conduct their customer relationship management efforts, which require them to evaluate the "goodness" of the listed auction items (whether people bid) and the goodness of the potential bidders (who bids, when they bid, and how much they bid).

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